



I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the U.S. Postal Service on the date shown below with sufficient postage as First Class Mail, in an envelope addressed to:  
Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Dated: 9-9-08

Signature: Mary Murphy

(Mary Murphy)

PATENTS

Attorney Docket No. UV/192

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
S. Sean Moore et al.

Application No.: 09/823,588

Filed: March 30, 2001

For: SYSTEM AND METHOD FOR METADATA-  
LINKED ADVERTISEMENTS

Confirmation No.: 6830

Art Unit: 3688

Examiner: Daniel Lastra

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**REQUEST FOR RECONSIDERATION IN  
RESPONSE TO NON-FINAL OFFICE ACTION**

Sir:

In reply to the Non-Final Office Action mailed April 9, 2008 in connection with the above-identified application, applicants hereby request reconsideration in view of the following remarks:

Remarks begin on page 2 of this Reply.